

## INVOICE



**WPTV**  
**1100 Banyan Blvd.**  
**West Palm Beach, FL 33401**  
**Main: (561)655-5455**  
**Billing: (877)290-6105**

Invoice #	Invoice Date	Invoice Month	Invoice Period
307249-1	08/12/12	August 2012	07/30/12 - 08/10/12

Station	Account Executive	Sales Office	Sales Region
WPTV	Marta Salazar-Perren	EWS - Washing	National

Advertiser	Product	Estimate Number
Florida Federation for Child	FI Federation for Children	352

Billing Address:

**McLaughlin & Associates**  
**Attention: Accounts Payable**  
**566 South Route 303**  
**Blauvelt, NY 10913**

Flight Dates	Order #	Alt Order #
08/08/12 - 08/10/12	307249	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling
Duplicate Invoice

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Send Payment To:

**WPTV**  
**P.O. Box 116871**  
**Atlanta, GA 30368-6871**

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/08/12	08/10/12	M-F 6-7a	6-7a	--111--	:30	3	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 08/08/12 6:22 AM M-F 6-7a 6-7a :30 FFCTV12001H \$1,500.00 NM 2 WPTV Th 08/09/12 6:25 AM M-F 6-7a 6-7a :30 FFCTV12002H \$1,500.00 NM 3 WPTV F 08/10/12 6:08 AM M-F 6-7a 6-7a :30 FFCTV12002H \$1,500.00 NM									
2	08/08/12	08/10/12	Today Show/Olympics 7-7-10a	7-10a	---11--	:30	2	\$2,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 ---11-- 2 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV Th 08/09/12 6:59 AM Today Show/Olympics 7-10a 7-10a :30 FFCTV12002H \$2,500.00 NM 2 WPTV F 08/10/12 8:45 AM Today Show/Olympics 7-10a 7-10a :30 FFCTV12002H \$2,500.00 NM									
3	08/08/12	08/10/12	M-F 5-530p	5-530p	--111--	:30	3	\$800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 08/08/12 5:08 PM M-F 5-530p 5-530p :30 FFCTV12001H \$800.00 NM 2 WPTV Th 08/09/12 5:22 PM M-F 5-530p 5-530p :30 FFCTV12002H \$800.00 NM 3 WPTV F 08/10/12 5:09 PM M-F 5-530p 5-530p :30 FFCTV12002H \$800.00 NM									
4	08/08/12	08/10/12	M-F 530-6p	530-6p	--111--	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 08/08/12 5:36 PM M-F 530-6p 530-6p :30 FFCTV12001H \$850.00 NM 2 WPTV Th 08/09/12 5:41 PM M-F 530-6p 530-6p :30 FFCTV12002H \$850.00 NM 3 WPTV F 08/10/12 5:37 PM M-F 530-6p 530-6p :30 FFCTV12002H \$850.00 NM									

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**Atlanta, GA 30368-6871**



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307249-1	08/12/12	August 2012	07/30/12 - 08/10/12
<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>	
Florida Federation for Child	FI Federation for Children	352	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	08/08/12	08/10/12	M-F 6-630p	6-630p	--111--	:30	3	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 08/08/12 6:15 PM M-F 6-630p 6-630p :30 FFCTV12001H \$1,200.00 NM 2 WPTV Th 08/09/12 6:15 PM M-F 6-630p 6-630p :30 FFCTV12002H \$1,200.00 NM 3 WPTV F 08/10/12 6:10 PM M-F 6-630p 6-630p :30 FFCTV12002H \$1,200.00 NM									
6	08/08/12	08/10/12	M-F 7-730p	7-730p	--111--	:30	3	\$950.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 08/06/12 08/12/12 --111-- 3 \$950.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPTV W 08/08/12 7:27 PM M-F 7-730p 7-730p :30 FFCTV12001H \$950.00 NM 2 WPTV Th 08/09/12 7:17 PM M-F 7-730p 7-730p :30 FFCTV12002H \$950.00 NM 3 WPTV F 08/10/12 7:12 PM M-F 7-730p 7-730p :30 FFCTV12002H \$950.00 NM									

Total Spots 17 Gross Total \$20,900.00

## Payment Terms 30 Days

Agency Commission \$3,135.00

Net Amount Due \$17,765.00